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PR No. 36-60

INFORMATIONAL MEMORANDUM

September 13, 1960

Re: Fourth National Cancer Conference

John Troan, science writer for the Scripps-Howard papers, reported at length today on the keynote address of Dr. Michael Shimkin, of the National Cancer Institute, at the three-day National Cancer Conference at Minneapolis, Minnesota. Principal points in the Shimkin speech, as reported in the Scripps-Howard story, are attached.

A statement on Dr. Shimkin's speech was issued immediately by Edward F. Ragland, vice president of The Tobacco Institute, Inc. It is also attached. A longer statement was being held ready in expectation of further adverse releases expected from this same meeting.

Hill and Knowlton, Inc.
Public Relations Counsel
150 East 42nd Street
New York 17, N.Y.

cc: Tobacco Institute and TIRC Members
Public Relations Representatives
Legal Representatives
Community Relations Committee

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